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<th>The future of publishing : a digital world</th>
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The Future Of Publishing:
A Digital World

By

Erwin Huang
The Future of Publishing: a Digital World

Erwin Huang
Marketing Manager
Total Solution (DTP) Ltd.
"If a (publication) wishes to improve its service by coupling its print offering with an online database, or with a news (video), one could only cheer the result. Certainly, the preservation of the press... is better served by encouraging the print media to make imaginative use of multi-media opportunities than by enjoining them from doing anything but putting ink on paper in an obsolete conventional way."

What new Technologies are available?
How do one enter this market?
How Much are we talking about?
How far are we on this track in Asia?
What are the issues specific to our market?
Where do we get advise and consultancy on E-Publishing?
How should government participate in this?
Who’s Total Solution (DTP)?

- System Integrator
- Products
  * Next Magazine
    - 1st Chinese Postscript produced Magazine (largest weekly magazine)
  * HK Commercial News
    - 1st Chinese Postscript produced Newspaper
  * The HongkongBank
Table of Content

• New Technologies => Changes in Economies and Industries

• Electronic Publishing
  * Traditional Publishing on Paper using Digital Technology
  * Electronic Publishing on Digital Media

• Case Studies

• The Future
Perspective: The Convergence of Technologies

Publishing  Computers

Media (Broadcast/Motion Picture)
The Convergence of Technologies leading to The Convergence of Industries

Publishing

Computers

Media (Broadcast/Motion Picture)
Traditional Publishers' Dilemma

Escalating Production Costs
Flat Advertising Revenues
Readership down
Increasing competition with other media
Increasing use of colour
Dedicated systems being replaced
Issues for the Production Industry

Towards a completely digital process
Seamless from design through production
Process control
De-Skilled operation - color appliance?
Direct to plate
A New Perspective

- for Production
- Total Electronic Pagination
- “Open” systems
  * Lower Production costs
  * Faster ROI
  * Increased Flexibility
  * Colour
  * New Marketing Opportunities
Publishing should not be limited to paper...
Why Do So Many People Prefer Magazines?
A New Kind of Newspaper!!!

Create a daily interactive newspaper/magazine with lots of color, graphics, photos, and comics for kids to read in school?
6000% Surge in Stock!!!

The Manila Stock market rises 6000% yesterday, bringing a new world record to the third world. "Great, I love it!" commented Mr. Bush, acknowledging that he has predicted that the force of Democracy will lead to major economic surge. Sources said that Mr. Bush himself has invested USD 100,000,000 in the market and has become one of the richest person on earth. The Manila Stock market rises 6000% yesterday, bringing a new world record to the third world. "Great, I love it!" commented Mr. Bush, acknowledging that he has predicted that the force of Democracy will lead to major economic surge. Sources said that Mr. Bush himself has invested USD 100,000,000 in the market and has become one of the richest person on earth.
Consumer Trends: Breaking Affordability Barriers and Technology Access

Imagine your new Computer:
Screen = your TV
(HTV)
Keyboard = your phone
Network = Phone line or Cable TV
Who is the Publisher of the future?

- Time-Warner
- CNN
- Microsoft
- Sony (as a CD, Video Publisher)
- Various Cable TV vendor

...
Who will succeed in the new Publishing market?

New Technologies = New Opportunities
New Technologies = New Pitfalls

The Winner will be one that can grab the window of opportunities

Advise:
- Establish Rules vs Follow Rules
Case Study (1)

- The Sony VCR project in Hindsight
  * Failure to establish as an industry standard
  * Beta - V-Hi-8
  * Controlling the "Software"
Case Study (2)

- A Product of the future: Kodak's PhotoCD
  * Establish as an industry standard?
  * Fuji, Agfa, support
  * IBM, Sony, Pioneer, Apple... support
  * Controlling the "Software"?
A New Perspective

- for the Whole Market
- Publishing on non-paper media
- New Marketing Opportunities
- New Rules of the Game...
Electronic Publishing...

Issues:

New Technologies
Network delivery
Cost barriers
User interface issues
Redesigning the Editors